

Network News

November 1999

Job Retention, Special Populations and Marketing Headline Capacity Building Training

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Job Training Partnership Division (JTPD) provides training classes as well as other services, at no cost to JTPA-funded or Welfare-to-Work (WtW) funded employment and training partners. The following "new" classes are currently being offered.

Job Retention and Wage Advancement

The CBU will be conducting this pilot class in Sacramento on December 1, 1999. The class is designed as an interactive forum to obtain emergence strategies for job retention and advancement. It will provide front-line practitioners with the tools they need to assist hard to serve clients including: tips on working with clients and employers to help retain jobs, how to turn first jobs into a career path, identifying resources, and examples of best practices. Formal announcement of this pilot class (as well as registration information) will be made via WtW Information Bulletin and can be found at the following website: www.edd.ca.gov/wtowcom.htm.

Working with Special Populations

This workshop, intended for Service Delivery Area (SDA) frontline staff and supervisors, service providers and One-Stop partners, will focus on six participant populations who have significant barriers to employment, including: drug and alcohol dependency, learning and physical disabilities, mental health issues, domestic violence, and non-custodial parents. The first one-day workshop will consist of an overview of each of the targeted populations with an emphasis on definitions and terms, issues related to serving these groups, and a vast array of available resources. A second one-day workshop will also be offered which can be customized to fit the needs of the local SDA and will provide more detailed

information from the one-day overview on two or three populations. Information will include topics such as outreach strategies, psychological factors, individual service plans, and promising practices for the selected groups. If you would like to host this workshop, please telephone Michelle Haakenson at (916) 654-9815.

Welfare-to-Work Marketing Workshop

This one-day class is designed specifically for marketing representatives from the SDAs, WtW 15 Percent subgrantees, and partners who are marketing the Department of Labor's WtW Grant program. The workshop will explore "niche" marketing, employer motivators, and sharing approaches of successful sales strategies. Participants are asked to bring samples of marketing materials they have developed. Since this class is booked through March 2000, contact your local SDA for information on training currently scheduled.

Mark Your Calendars!

California Workforce Association (CWA) and Lori Strumpf & Associates - *Establishing Your Workforce Investment Act Youth Council*

Sacramento-November 15, 1999

Los Angeles-November 16, 1999

CWA and Milt Wright & Associates - *30 Ways to Shine as a New Employee: Innovative Job Retention Strategies*

Los Angeles-November 22-23, 1999

Sacramento-December 6-7, 1999

Fresno-December 9-10, 1999

For information on these CWA conferences call: (916) 325-1615 or visit www.calworkforce.org

For information on CBU training you may visit our web site at:
<http://www.edd.ca.gov/jtpacb.htm> or call (916) 654-9819.



Network News

NOVEMBER 1999

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
	Case Management II LA County PIC	WtW Marketing Orange County SDA	WtW Marketing Glendale	
8	9	10	11	12
15	16	17	18	19
DOL/Hispanic Assn of Colleges and Universities Creating Partnerships w/ Hispanic Service Inst. Santa Monica - (202) 833-8361 (November 14-16, 1999)	WtW Marketing San Francisco Presentation Skills Los Angeles City WtW Client Forms Training Hayward	WtW Marketing Oakland	National Assoc. of Counties 28th Workforce Development & Human Services Conference Albuquerque, New Mexico - (202) 393-6226	
22	23	24	25	26
California Workforce Association (CWA)/Milt Wright & Assoc. - 30 Ways to Shine as a New Employee - Los Angeles - (916) 325-1615				
29	30			

*For information on training in shaded boxes call Capacity Building Unit at (916) 654-9819 or visit www.edd.cahwnet.gov/jtpacb.htm

Network News

DECEMBER 1999

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
		<div>Silicon Valley ITEC - <i>One-Stop Workforce Solutions for a New Millennium</i> San Jose - (916) 653-3256</div>		
		<div>Job Retention Sacramento</div>	<div>WtW Marketing Contra Costa County</div>	
6	7	8	9	10
<div>California Workforce Association (CWA)/Milt Wright & Assoc. - <i>30 Ways to Shine as a New Employee</i> - Sacramento - (916) 325-1615</div>			<div>California Workforce Association (CWA)/Milt Wright & Assoc. - <i>30 Ways to Shine as a New Employee</i> - Fresno - (916) 325-1615</div>	
13	14	15	16	17
		<div>CalWORKs Conference Anaheim - (619) 292-2900</div>		
20	21	22	23	24
27	28	29	30	31

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Network News

EMPLOYMENT TRAINING NETWORK
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THE EMPLOYMENT TRAINING NETWORK *Resources for JTPA programs*

Information Exchange is published monthly by the Employment Training Network under the auspices of the Association of California School Administrators (ACSA), Foundation for Educational Administration (FEA). Funding is provided by the Employment Development Department, Job Training Partnership Division (EDD/JTPD). The contents of this newsletter do not necessarily reflect the position and/or policy of the EDD/JTPD or ACSA, FEA which administers the Employment Training Network. Comments may be directed to Diane Coad, Editor, Employment Training Network, c/o EDD/JTPD, P.O. Box 826880, MIC 69, Sacramento, CA 94280-0001; Email - dcoad@edd.ca.gov; Internet site: www.edd.ca.gov/jtpaetn.htm

The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of JTPA and WtW related areas. SDAs/PICs and their contractors may benefit from the following services, free of charge:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to SDA/PIC staff members or contractors operating JTPA and WtW programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **JTPA and WtW funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.